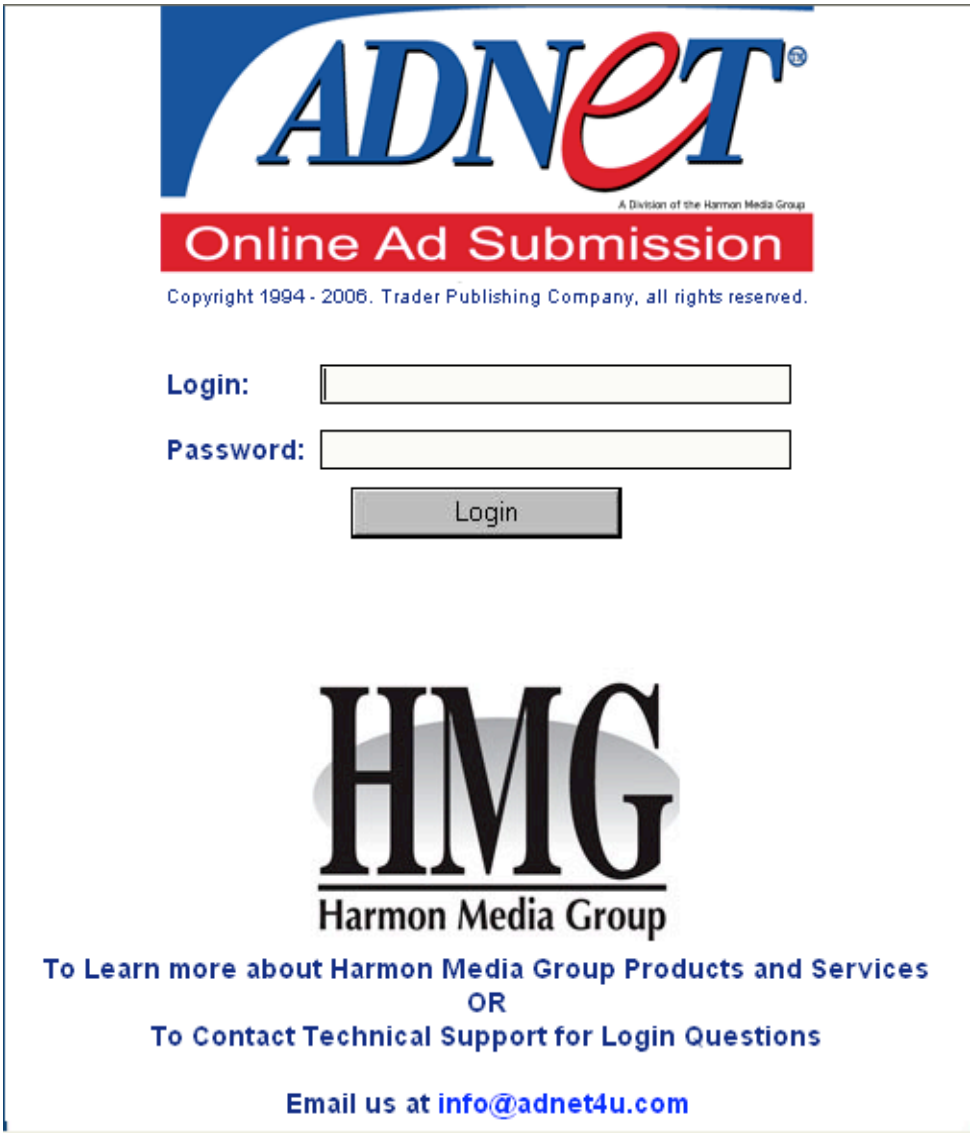
AdBuilder User Manual

This guide will help you understand the layout and new features of AdBuilder. AdBuilder is a great tool that will allow you to have total control over your advertisement and let you create an instant proof of your page(s).



Finding AdNet on the Web

Open your browser. Enter the address below into the address bar and press ENTER and you will see the AdNet Login screen. *Remember: There is NO www before the web address.

http://adnet.harmonhomes.com

Logging in to AdNet

In the first box, enter your login: usually firstname.lastname or (in some cases) your email address.

Enter your password in the second box. When you log on for the first time, your password is the same as your login.
Press the ENTER button on your computer or click on LOGIN.

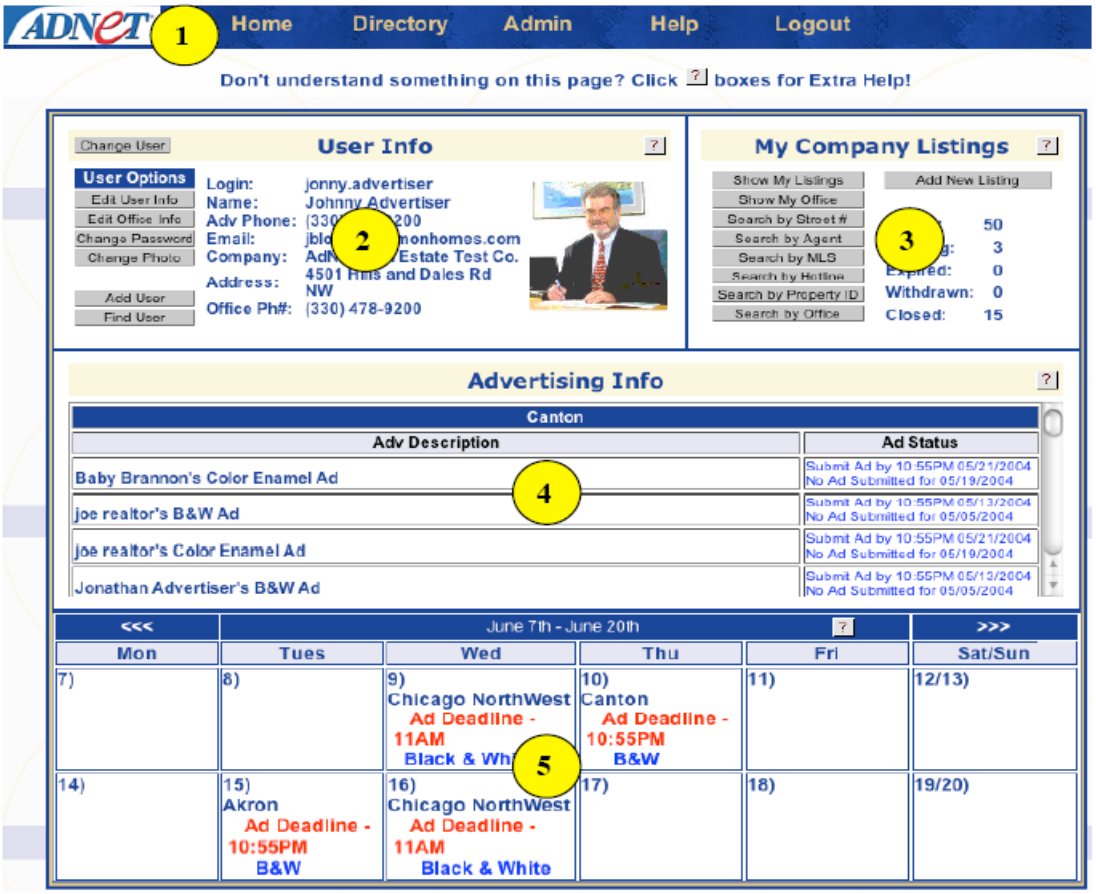
The Login and Password must be entered in lower case letters. Once you change your password, if you use any capital letter in the new password, you must be sure to use them each time you enter your password or it will not work.

Once you logged into AdNet the User's own page will display with three sections and a calendar shown below.

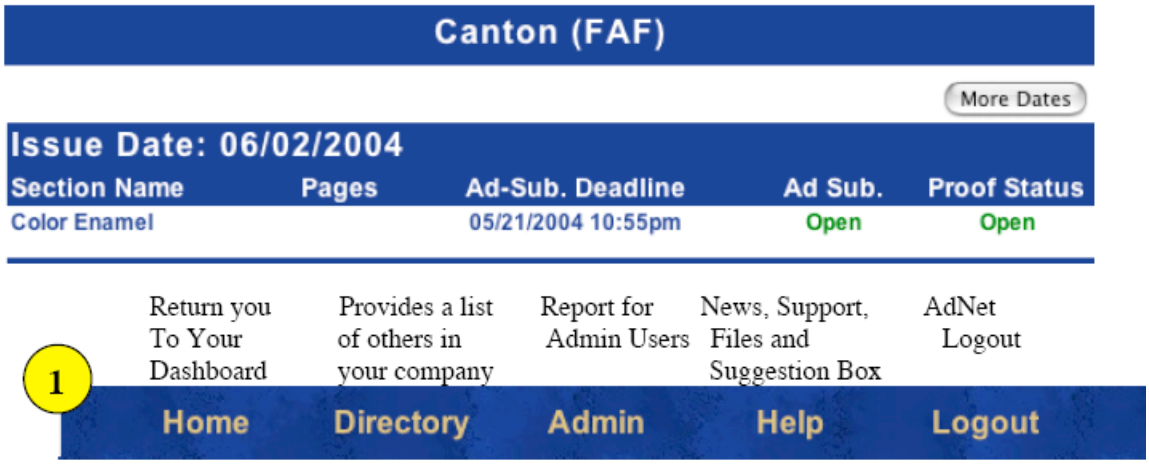
New User Interface Guide

This guide will help you understand the layout and new features of the new user interface. If you want to refer to this guide you can find it in the HELP section.

? Look for these buttons for detailed information on each section.



The book list screen displays the section of the book that you advertise in. Click on the section name. Choose the correct advertisement to submit listings to. Then enter the amount of pages to be advertised and click SAVE.



Section I. User Information Section: This section you can review your user information and make any corrections to your advertised name and phone number. The buttons below will help you make changes to your user information.

Edit User Info: If you need to update your user information, click this button, make the proper changes and click SAVE.

Change Password: Changing your password regularly ensures that you are the only one allowed to go in and make changes to your ad.

Change Password
Change
Cancel
Login ID: jonny.advertiser
Password:
Verify Password:
Message:
Intructions
To change a password, type in the desired new password into the entry box marked 'Password'. Then, retype the password into the box marked 'Verify Password'. This is to make sure you typed the new password in correctly. After doing that, click the 'Change' button.

Change Photo: If you get a new photo and want to replace it with your current one, click this button to upload the new photo.

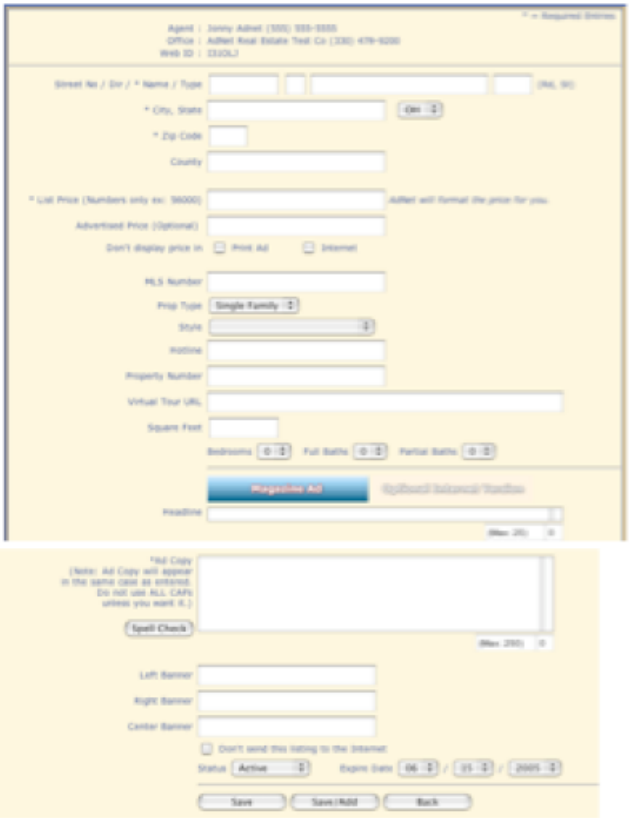
User Photo
Johnny Advertiser
Choose File
no file selected
Delete Photo
Upload Photo
Instructions:
To add/change the User Photo, choose Browse to find your image or enter the image location and name in the field provided. Then choose Upload.
NOTE: The photo should be as close to a 4:3 aspect ratio as possible.

The remaining fields are optional and should be filled in if they are to be printed in the ad.
When all the desired information is entered, click SAVE. (The SAVE/ADD button is designed to ease entry of multiple users at once. It will save the current entry and open a new user data entry form.
To FIND a user, click on the FIND USER button. Enter in the first letters of the last name of the user for whom you are searching and click SEARCH. A table will open showing all users whose last name begins with the letters you entered. Click on the desired user's name.

Section II. Company Listings Section: This section is where you add listings, update listings and delete them when you no longer want to advertise them.
In this section, you can also do a quick search for your listings. On the left column, there are several different options to choose to search for your listings.
If you prefer to have all the search choices, click the MY COMPANY LISTINGS title from the top of this section box.

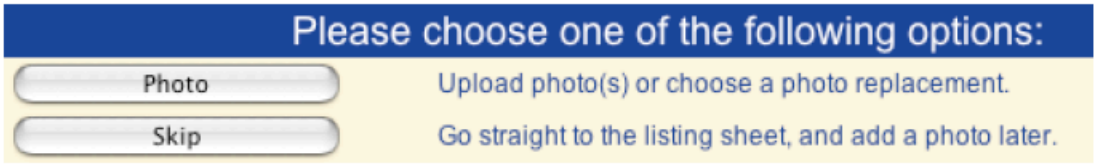
Adding New Listing

To add a new listing, click on the ADD LISTING button. The next screen will ask you to either type in the agent's last name and click search OR below will display a list of agents for your office. Choose the desired agent by clicking on the underlined name.
A listing form screen will show where you fill in text boxes. An Asterisk (*) next to a field on the listing form means that field is required.



At the bottom of the listing form, there are text boxes in which you choose banners for the listing. There are three BANNERS available. If you enter information in Banner1, it will be placed across the top left corner of the photo in a publication. Information from Banner 2 will be placed across the top right corner of the photo. Banner 3 will be placed across the top of the photo. If you wish to use a banner, but want to specify a different placement, enter the information you want in one of the banner fields and remember when you are selecting your listings for advertising to tell us where you want the banner to be placed.

When you have entered all the fields, click the SAVE button at the bottom of your screen. You will be taken to the Photo Upload option, which allows you to pick whether you want to upload a photograph, a Harmon photo replacement or skip and go directly to the Listing Sheet. (the SAVE/ADD button allows you to immediately enter another listing for the same agent)


Please choose one of the following options:
Photo
Upload photo(s) or choose a photo replacement.
Skip
Go straight to the listing sheet, and add a photo later.

Click PHOTO button to upload photo or choose a photo replacement. The next screen will display how to add/change listing photo. Click on BROWSE button to search files for the correct photo or enter the location of the photo in the address box. Then click on UPLOAD.

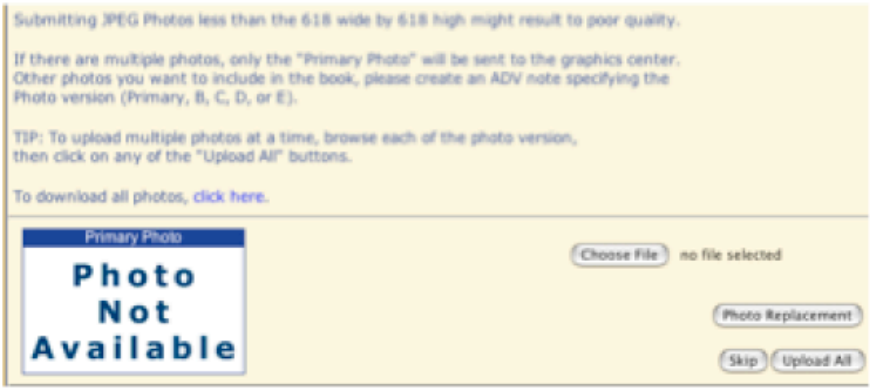
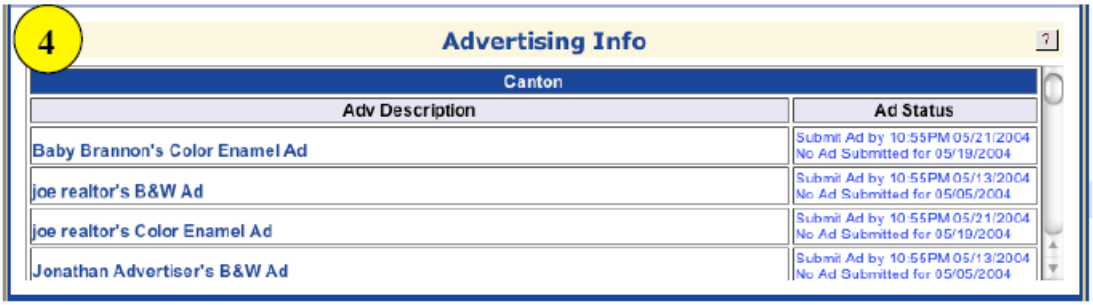

Submitting JPEG Photos less than the 618 wide by 618 high might result to poor quality.
If there are multiple photos, only the "Primary Photo" will be sent to the graphics center.
Other photos you want to include in the book, please create an ADV note specifying the
Photo version (Primary, B, C, D, or E).
TIP: To upload multiple photos at a time, browse each of the photo version,
then click on any of the "Upload All" buttons.
To download all photos, click here.
Primary Photo
Photo
Not
Available
Choose File
no file selected
Photo Replacement
Skip
Upload All

Photo Replacements: If you do not have a photo for the listing and want to use one of the standard replacements, click on Photo Replacement. Choose the photo replacement you want by clicking on it.

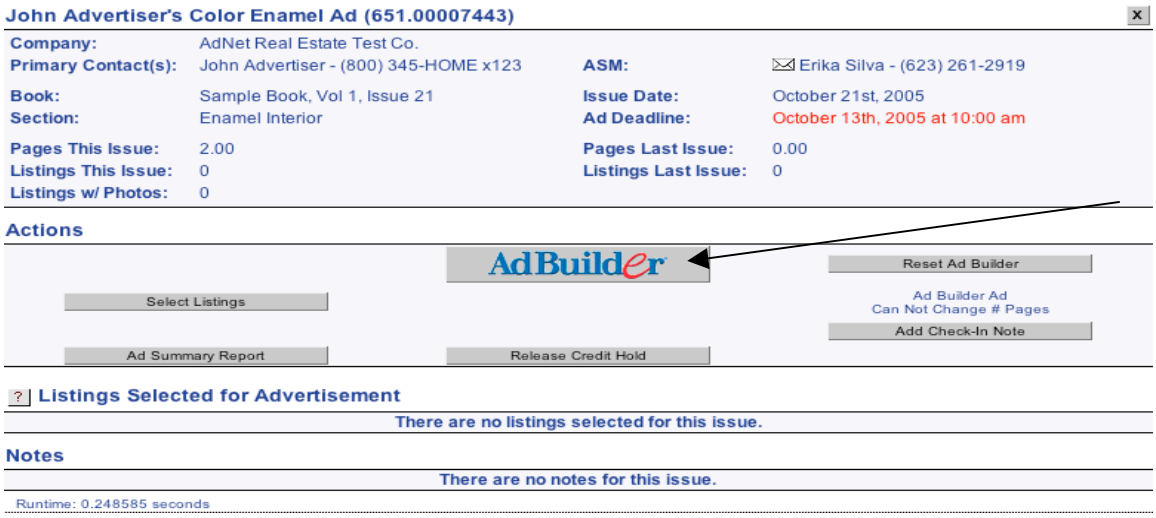
Section III. Advertising Section: To begin selecting your listings for advertising, click on the ADVERTISING title OR the text to the left of the title that says (AdMgr). Clicking on either of them will take you to the Book List page.
In this window you can view all the ADVs that you are advertising in. To the right there is a column labeled AD STATUS. This column will tell you what steps each of these ADVs are at for a few of the most recent issues. Clicking on one of these steps will take you directly to your Advertisement for that issue. Listed below are the steps:

Submit Ad: This means that you still have time before the Ad Submission Deadline to schedule the listings that you want to be advertised.
In Production: This means that the Ad Submission Deadline has passed and the Graphic Centers are working on generating the proofs.
Approve Proof: This means that your Proof has been posted and ready for review.
Proof History: This means that the Ad is done and you can see the listings that were selected and the proof that was posted.
No Ad Submitted: This means the Graphic Center did not post a Proof for this issue.

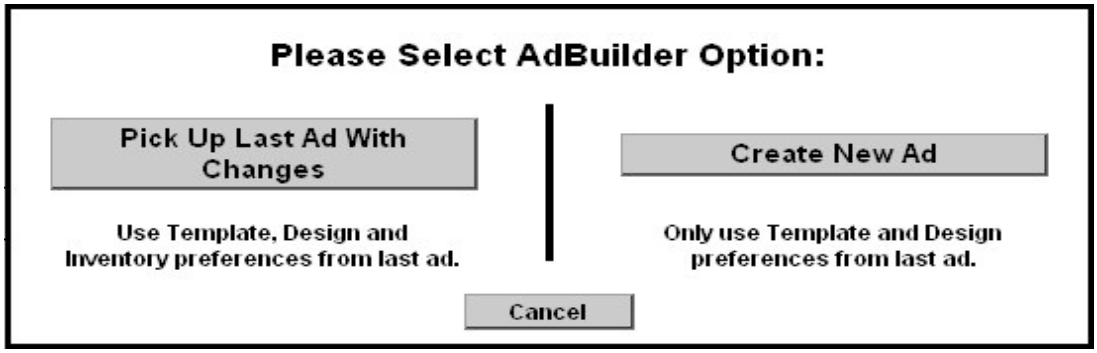


From the ADV Detail page you will see your Ad Builder button.

To create your own ad in seconds, first go to the ADV Detail where you used to select your listings.

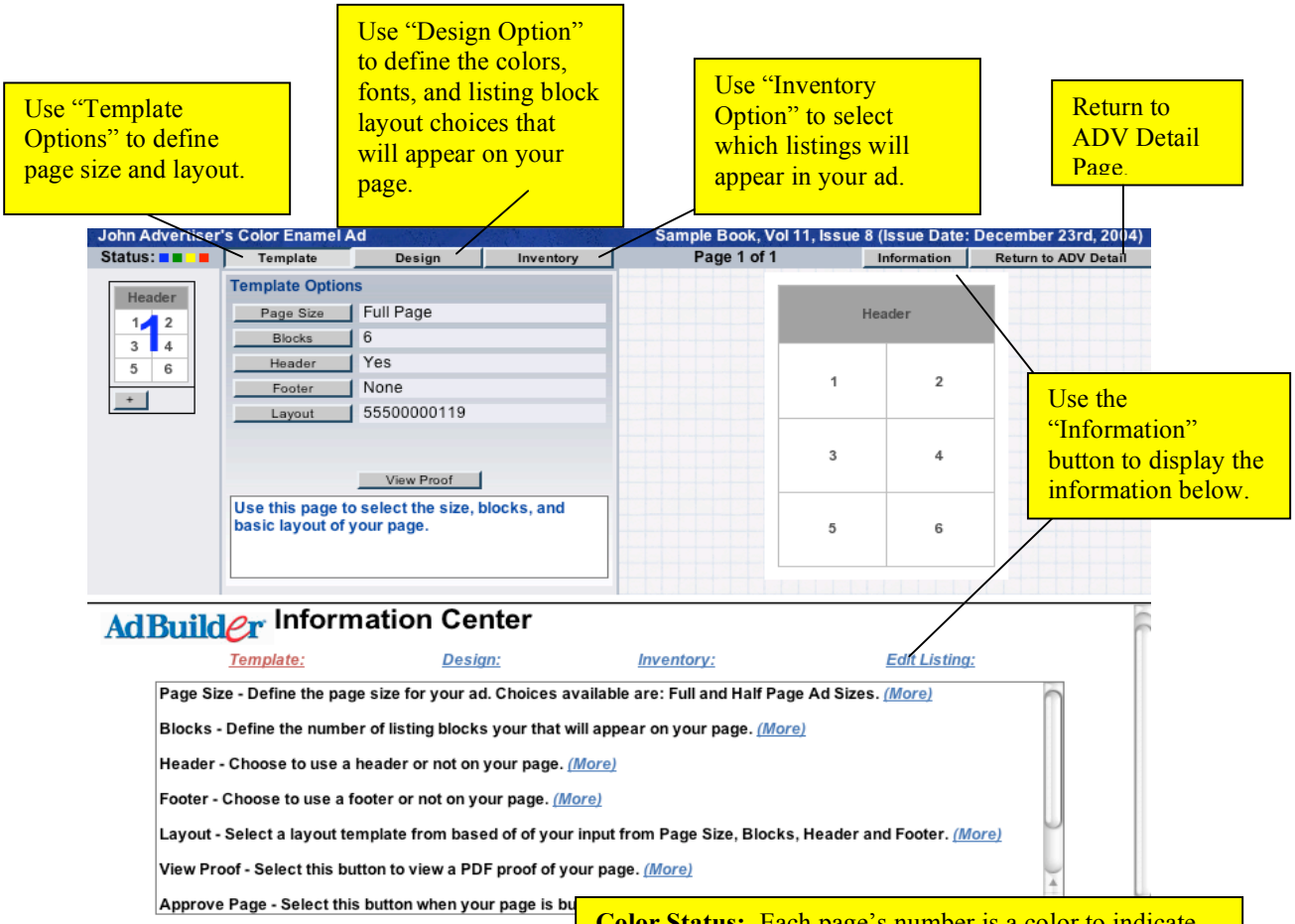

John Advertiser's Color Enamel Ad (651.00007443)
Company: AdNet Real Estate Test Co.
Primary Contact(s): John Advertiser - (800) 345-HOME x123
ASM: Erika Silva - (623) 261-2919
Book: Sample Book, Vol 1, Issue 21
Section: Enamel Interior
Issue Date: October 21st, 2005
Ad Deadline: October 13th, 2005 at 10:00 am
Pages This Issue: 2.00
Listings This Issue: 0
Listings w/ Photos: 0
Pages Last Issue: 0.00
Listings Last Issue: 0
Actions
AdBuilder
Reset Ad Builder
Select Listings
Ad Builder Ad Can Not Change # Pages
Add Check-In Note
Ad Summary Report
Release Credit Hold
Listings Selected for Advertisement
There are no listings selected for this issue.
Notes
There are no notes for this issue.
Runtime: 0.248585 seconds

Once you click on the AdBuilder Button, you will get a screen like this:

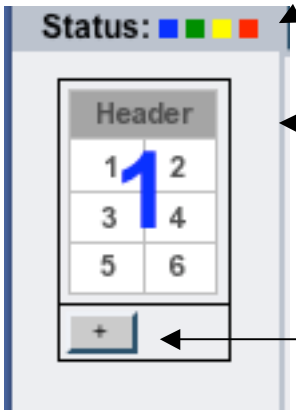

Please Select AdBuilder Option:
Pick Up Last Ad With Changes
Use Template, Design and Inventory preferences from last ad.
Create New Ad
Only use Template and Design preferences from last ad.
Cancel

You can either click USE LISTINGS FROM LAST AD, or NO LISTINGS PREFERENCE. If you click USE LISTINGS from last ad, you will be using the EXACT layout and listings from your previous ad. If you click on NO LISTING PREFERNCE, you will only use the Template and Design preferences from your last ad, you will need to select all new listings.

Once you click on the AdBuilder button you will see a page layout similar to the one below.


Use "Template Options" to define page size and layout.
Use "Design Option" to define the colors, fonts, and listing block layout choices that will appear on your page.
Use "Inventory Option" to select which listings will appear in your ad.
Return to ADV Detail Page.
John Adventiser's Color Enamel Ad
Sample Book, Vol 11, Issue 8 (Issue Date: December 23rd, 2004)
Status:
Template
Design
Inventory
Page 1 of 1
Information
Return to ADV Detail
Header
1
2
3
4
5
6
Template Options
Page Size
Full Page
Blocks
6
Header
Yes
Footer
None
Layout
55500000119
View Proof
Use this page to select the size, blocks, and basic layout of your page.
Use the "Information" button to display the information below.
AdBuilder Information Center
Template:
Design:
Inventory:
Edit Listing:
Page Size - Define the page size for your ad. Choices available are: Full and Half Page Ad Sizes. (More)
Blocks - Define the number of listing blocks your that will appear on your page. (More)
Header - Choose to use a header or not on your page. (More)
Footer - Choose to use a footer or not on your page. (More)
Layout - Select a layout template from based of of your input from Page Size, Blocks, Header and Footer. (More)
View Proof - Select this button to view a PDF proof of your page. (More)
Approve Page - Select this button when your page is bu

I. Page Navigation Section:



Color Status: Each page's number is a color to indicate the status that page is in.

Blue- The page you are working on now.
Green- Page has been approved and is completed.
Yellow- Page is started but not complete.
Red- Page has not been started yet.

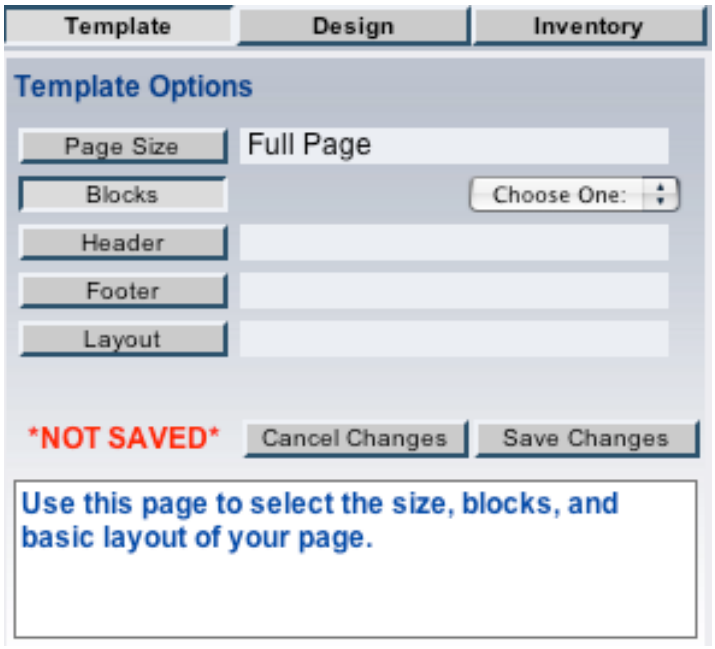
Page Navigation (On the left side of the AdBuilder page): This section displays your page(s) for this issue along with whether or not you choose header, footer, and layout showing the number of blocks.

There is a **+** that allows you to add another advertising page.

There is a **-** that can remove a page.

Note: The first page can only be deleted by going back into the ADV Detail Page.

II. Options Section (Template, Design and Inventory):

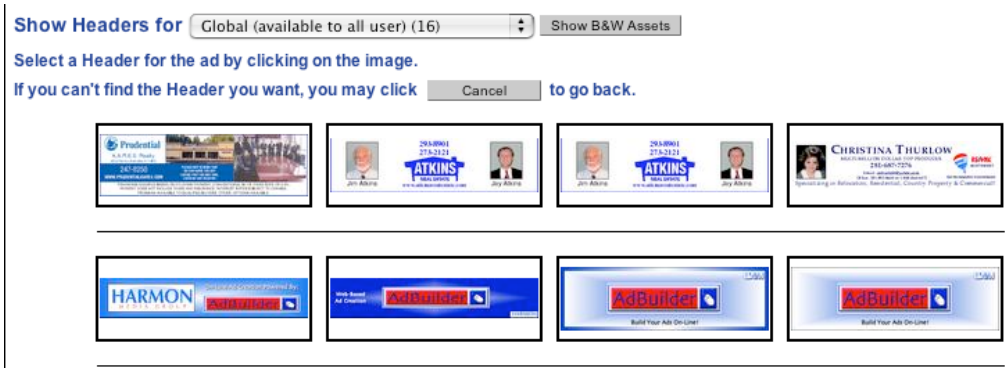


A. Setting Up Your Template: Use 'Template Options' to define the size of your page, Layout and Header and Footer artwork that will appear on your page.

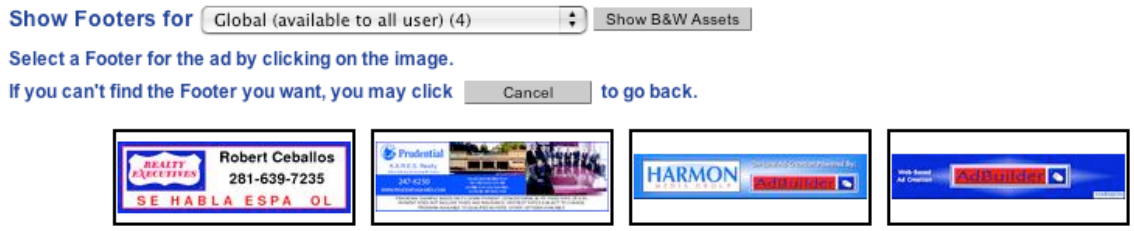
Page Size: Use "Page Size" to tell AdBuilder the size of your ad (Half or Full).

Blocks: Use "Blocks" to tell AdBuilder how many list blocks your page will have in your listing template (grid).

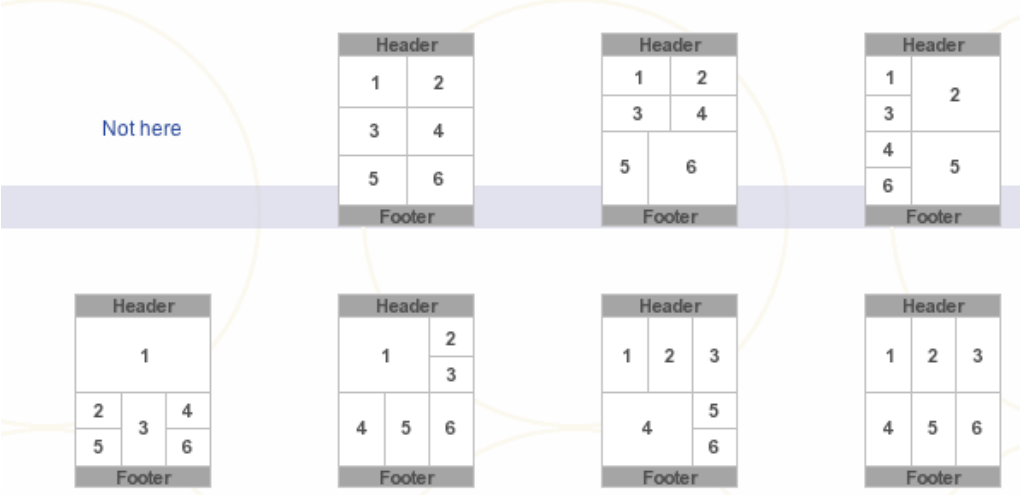
Header: Use "Header" to tell AdBuilder if your ad will include a masthead at the top of your page. Click on the header you wish to place on the top of your advertisement. To see the header in full size view click "View Full Size" found under the image.


Show Headers for
Global (available to all user) (16)
Show B&W Assets
Select a Header for the ad by clicking on the image.
If you can't find the Header you want, you may click
Cancel
to go back.

Footer: Use "Footer" to tell AdBuilder if your ad will include a masthead at the bottom of your page. Click on the footer you wish to place on the bottom of your advertisement. To see the footer in full size view click "View Full Size" found under the image.



Layout: Use "Layout" to select the listing block layout or page grid. Click on the layout you wish to use for your advertisement. If you find that your layout is not included in AdBuilder, please contact your Area Sales Manager, Jason Leet or Sarah Smith and supply them with a sample of how you would like the layout to appear. The AdNet team will review the layout and schedule it to be built if it conforms to AdBuilder rules as soon as possible.

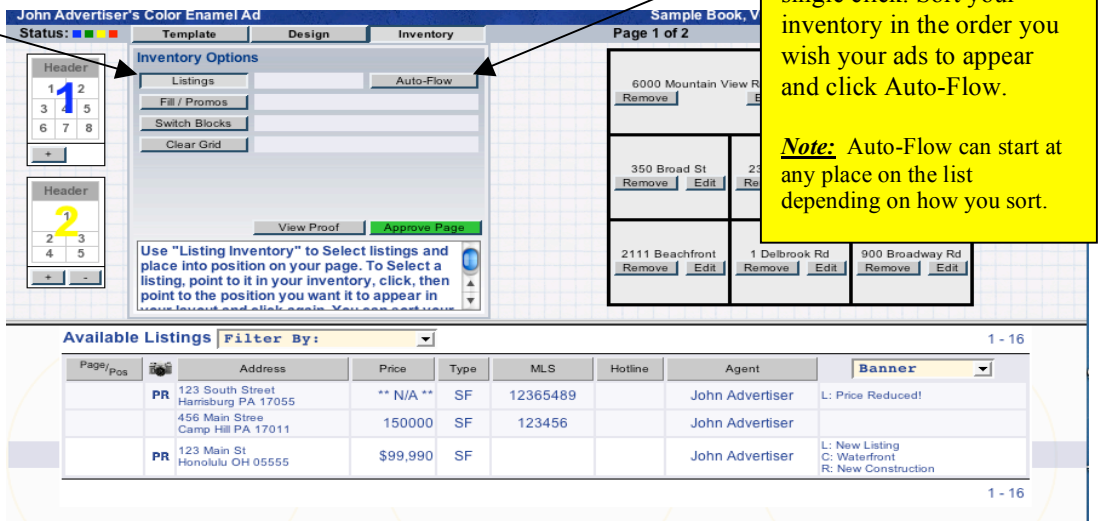


B. Selecting Your Inventory: Use "Inventory Options" to select which listings will appear in your ad. Once a listing is placed and saved you can edit the listing and upload additional photos.

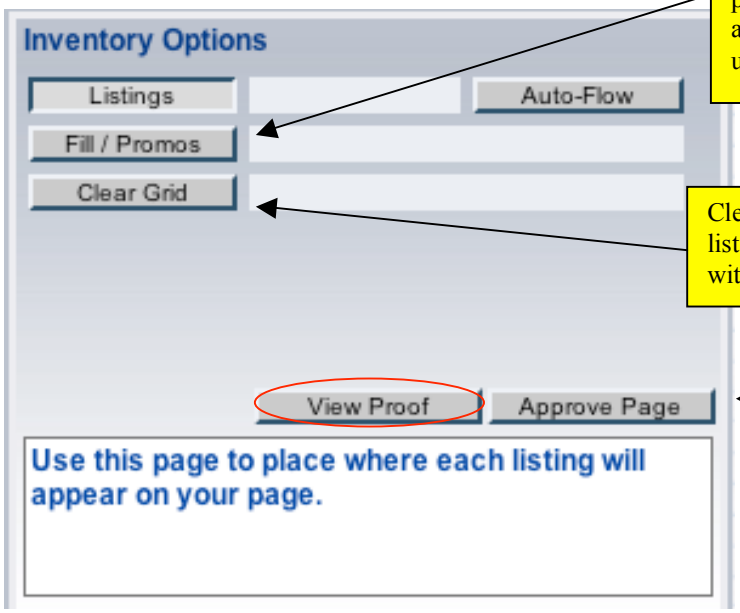
You can use the "Listings" button to select listings and place them into position on your page. To select a listing, point to the listing in your inventory, click, then point to the position (block) you want it to appear in your layout and click to place it on the template.

You can use "Auto-Flow" to schedule listings with a single click. Sort your inventory in the order you wish your ads to appear and click Auto-Flow.

Note: Auto-Flow can start at any place on the list depending on how you sort.



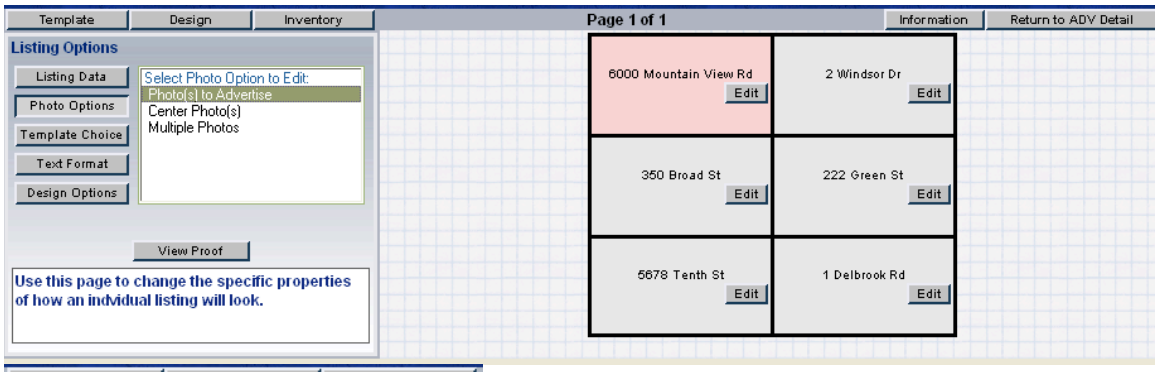
Use the Fill/Promo Button to select fill and agent promos blocks and place into the position (block) on your page. AdNet has a variety of generic fill blocks available under the Global dropdown.

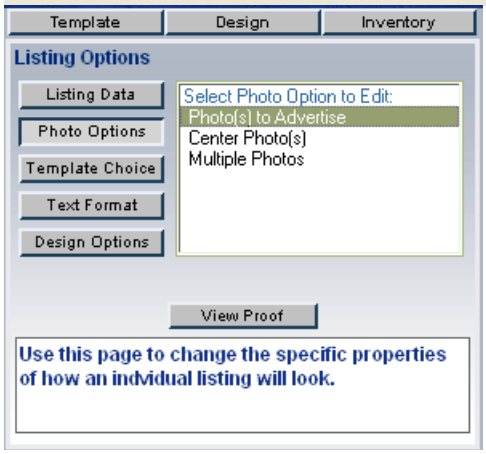


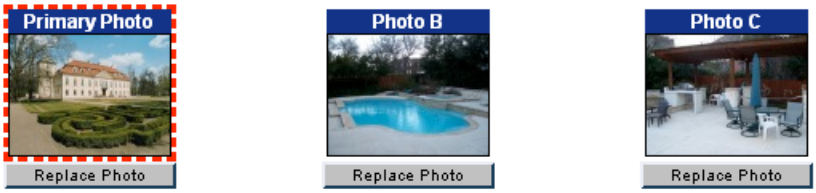
Clear Grid can be used to remove all listings already placed in your layout with a single click so you can start over.

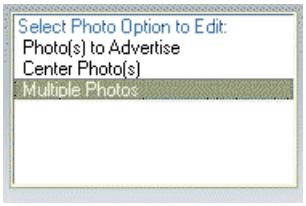
Use the "View Proof" button to create a PDF proof of your page. After reviewing your ad, you can either "Approve Page" or go back to any of the previous steps and make changes.

To show a listing with MULTIPLE Photos, click on the EDIT button for the listing…..

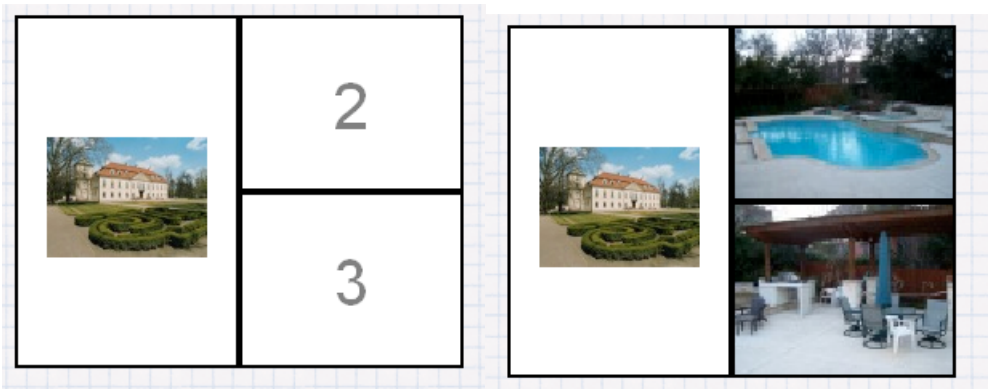







Select Photo Option to Edit:
Photo(s) to Advertise
Center Photo(s)
Multiple Photos

Multiple Photo Options


2
3

OK
Full Size
Reset
Refresh
Cancel
All Photos
Selected Photos

Instructions:

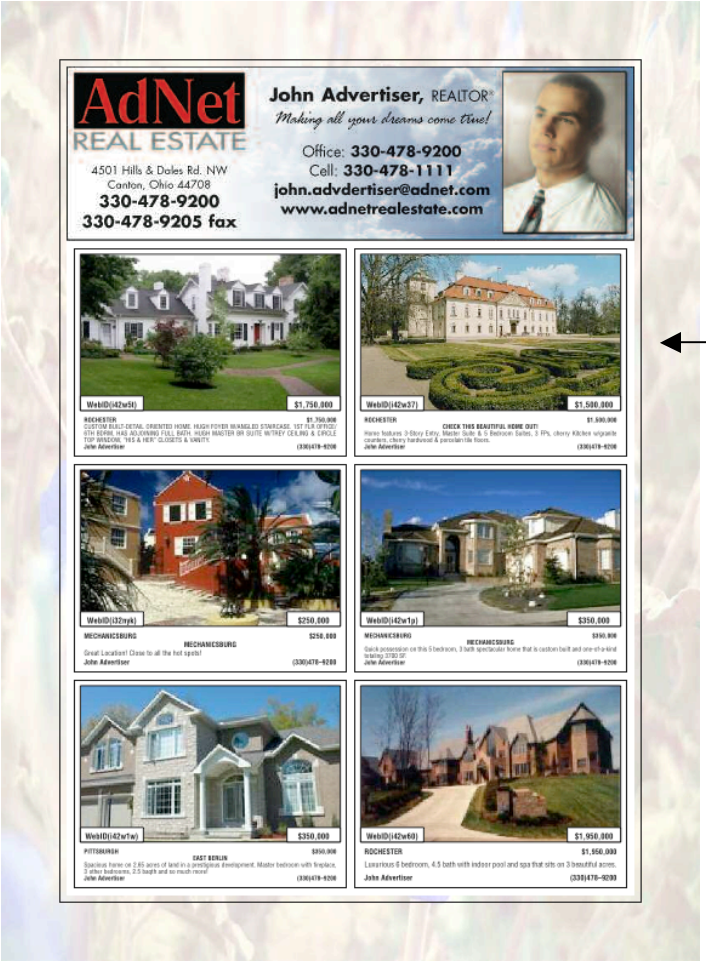
The outer white boxes of the guide allow you to adjust the size of the preferred area you wish to see in your ad. Move the center white box to change the center of the photo.

Tips:

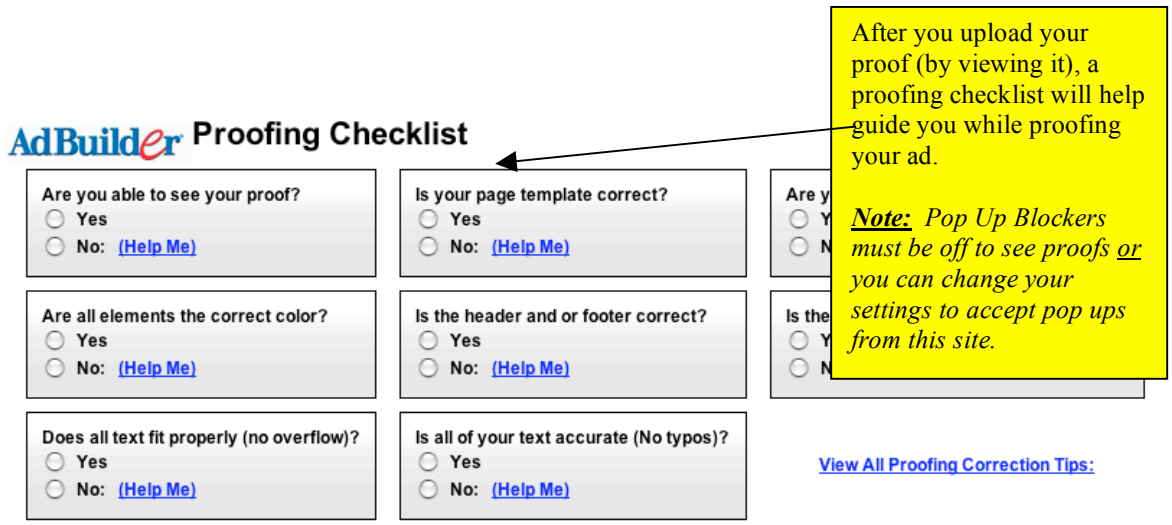
The area of interest is only a guide for photo placement. Your final output may not match the exact guide you define. Tips to assist with optimum placement are:

a) The center you define with the guide will always be the center of the photo on output.

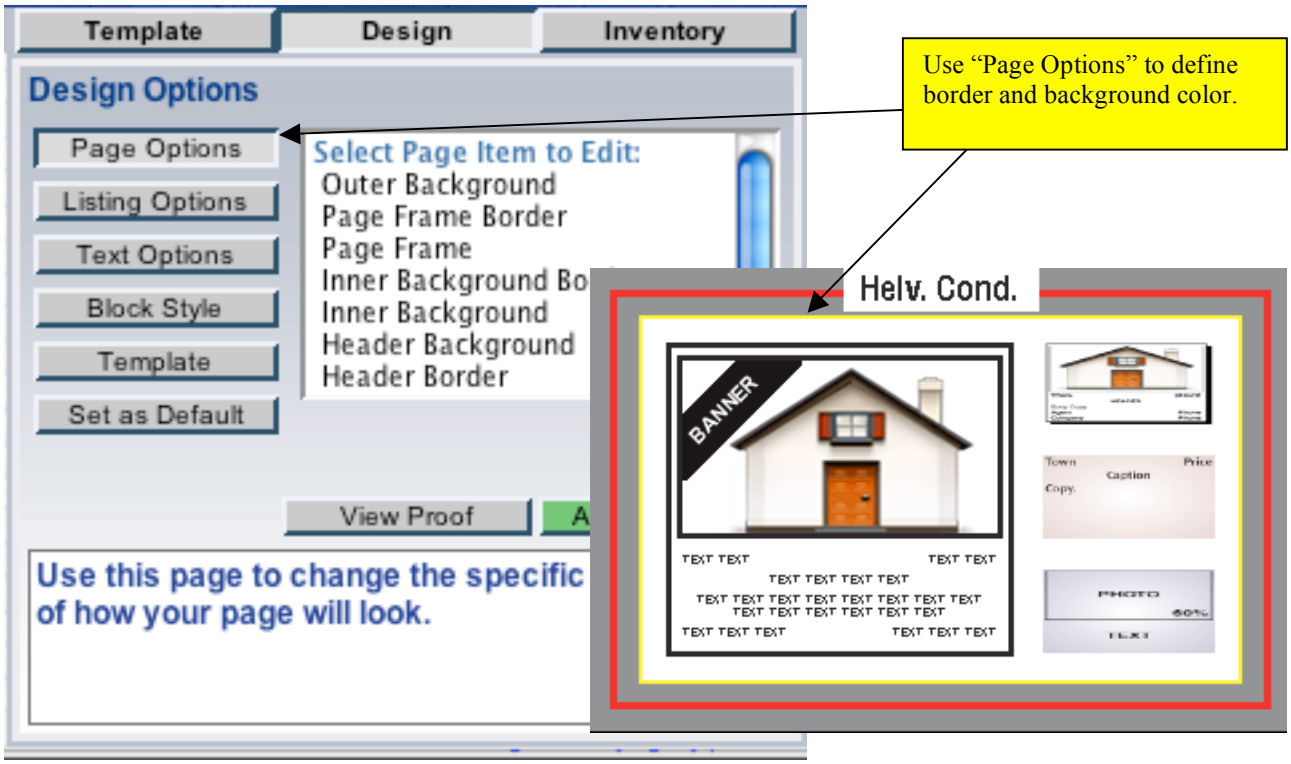
b) The closer you place the guides around the area of interest (home) the more that defined area (home) will fill the photo box on final output.



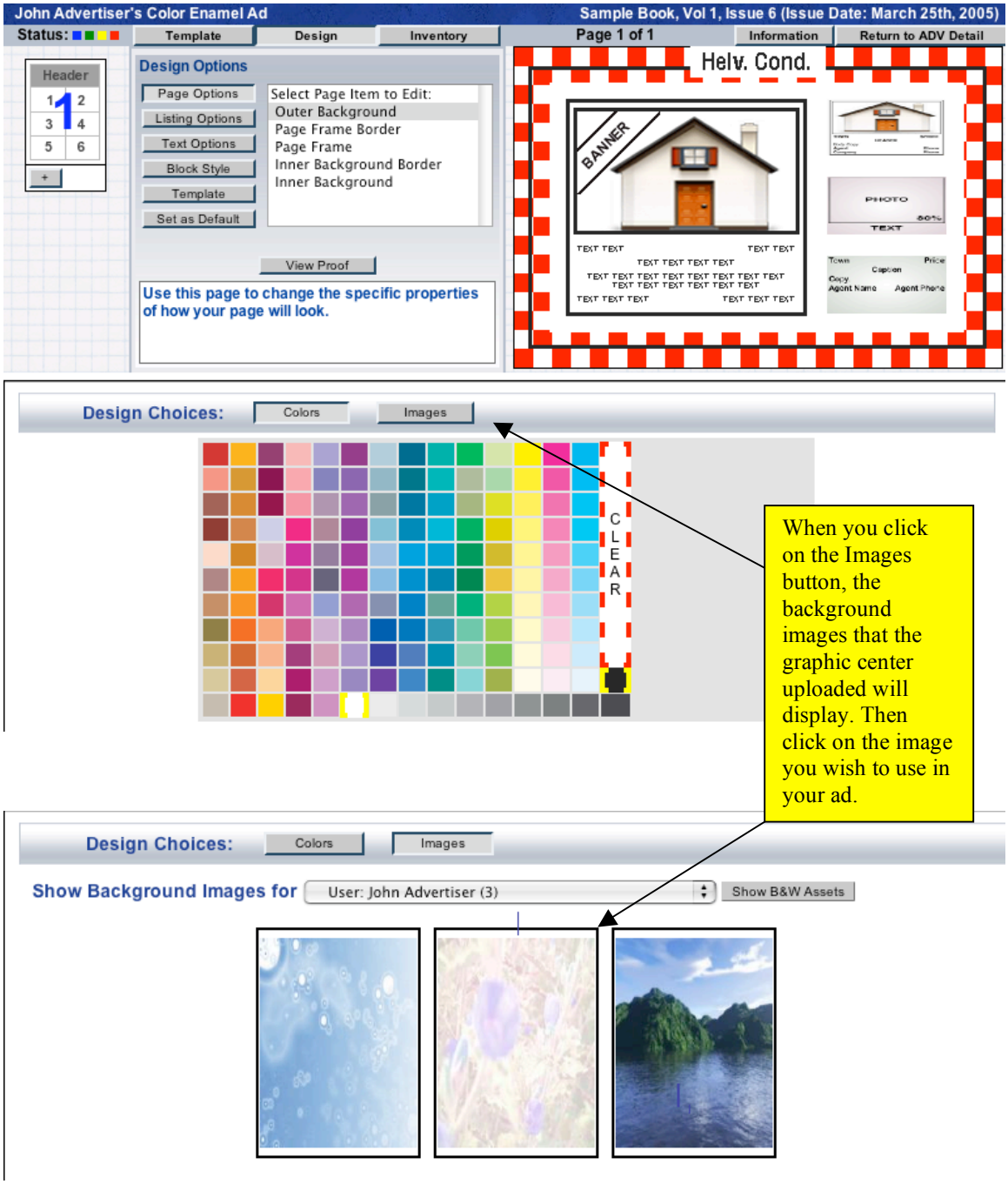
Here is an example of a PDF proof.

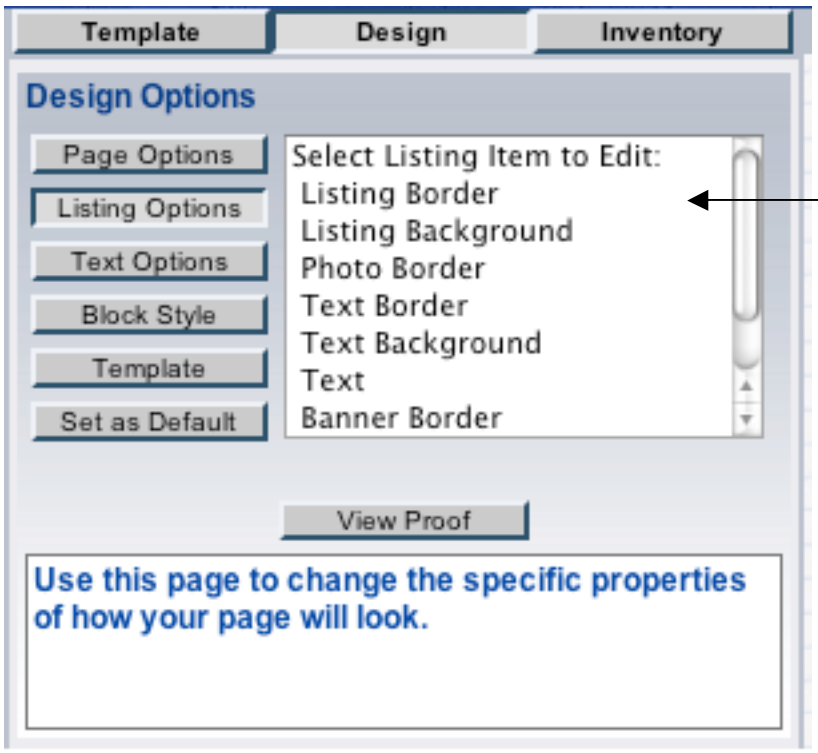

AdBuilder Proofing Checklist
Are you able to see your proof?
Yes
No: (Help Me)
Is your page template correct?
Yes
No: (Help Me)
Are y
Are all elements the correct color?
Yes
No: (Help Me)
Is the header and or footer correct?
Yes
No: (Help Me)
Is the
Does all text fit properly (no overflow)?
Yes
No: (Help Me)
Is all of your text accurate (No typos)?
Yes
No: (Help Me)
View All Proofing Correction Tips:
After you upload your proof (by viewing it), a proofing checklist will help guide you while proofing your ad.
Note: Pop Up Blockers must be off to see proofs or you can change your settings to accept pop ups from this site.

C. Selecting Your Design Options: Use "Design Options" to define the colors that will appear on your page, fonts and listing block layout choices.

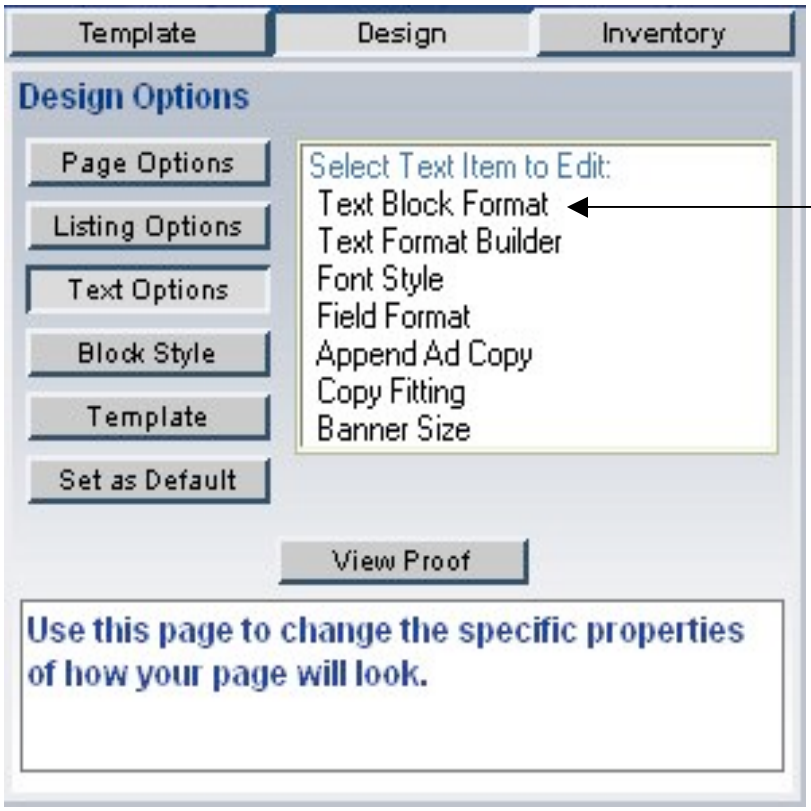


When you click on the Outer Background, the background options display below. If your background image does not display, please contact your Area Sales Rep so that they can get the images set up for you.





Use "Listing Options" to define colors that appear within your listing block such as border, background, and font colors.

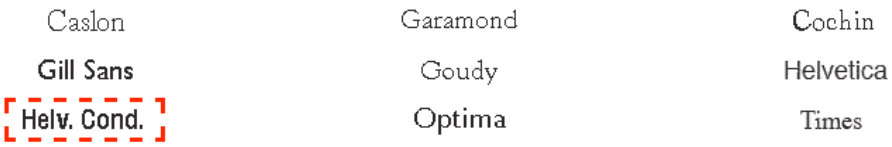


Use "Text Options" to define how the text should appear throughout the page.

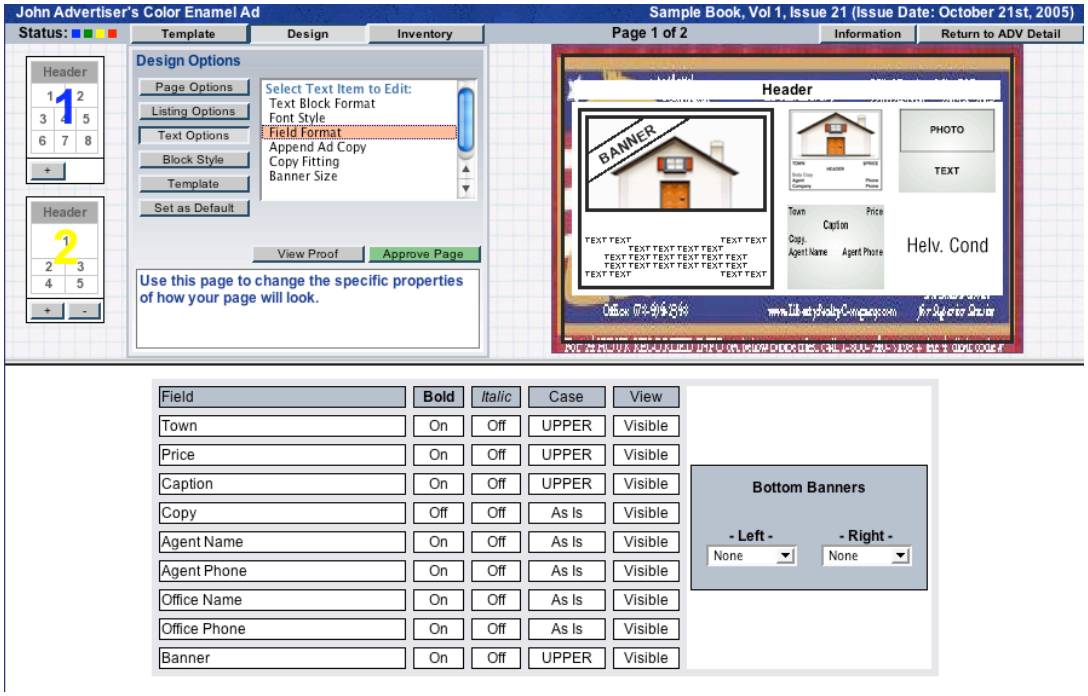
Text Format: Use "Text Format" to choose which fields are to be printed in your ad. Each row of AdBuilder text format choices offers a town, price, caption and copy theme. Point and click on the text format you wish to use in your ad.

Town Price Caption Copy.
Town Price Caption Copy. Agent Name Agent Phone
Town Price Caption Copy. Office Name Office Phone
Town Price Caption Copy. Agent Name Agent Phone Office Name Office Phone
Town Price Caption Copy.
Town Price Caption Copy. Agent Name Agent Phone
Town Price Caption Copy. Office Name Office Phone
Town Price Caption Copy. Agent Name Agent Phone Office Name Office Phone
Town Price Copy.
Town Price Copy. Agent Name Agent Phone
Town Price Copy. Office Name Office Phone
Town Price Copy. Agent Name Agent Phone Office Name Office Phone

Font Style: Use "Font Style" to choose the font throughout the entire page.

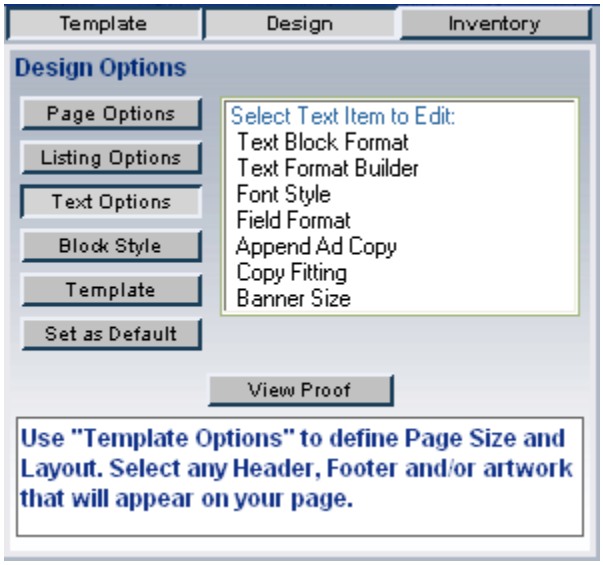


Field Format: Use "Field Format" to choose which fields you would like to make bold, italic, upper case and visible on your ad. You can also choose whether or not to append the MLS number, Hotline and /or the WebID to the copy. In addition, if you have a bottom banner that splits, you can choose what you would like it display on the left and right bottom banner.

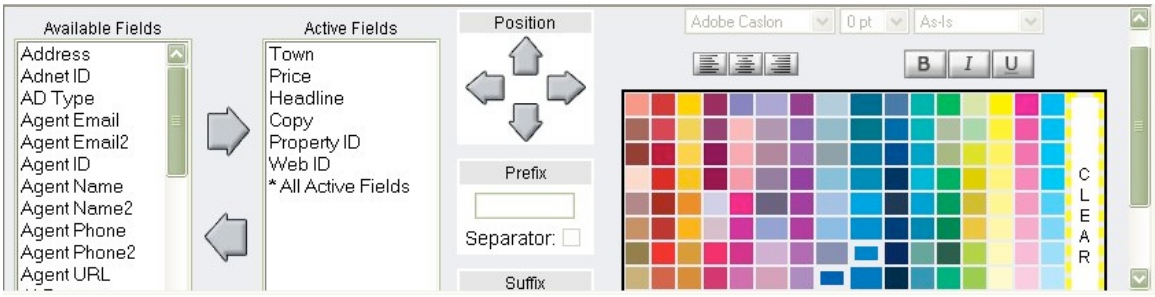


Text Format Builder will allow you to design the layout of the text block for your entire page or for just one block.

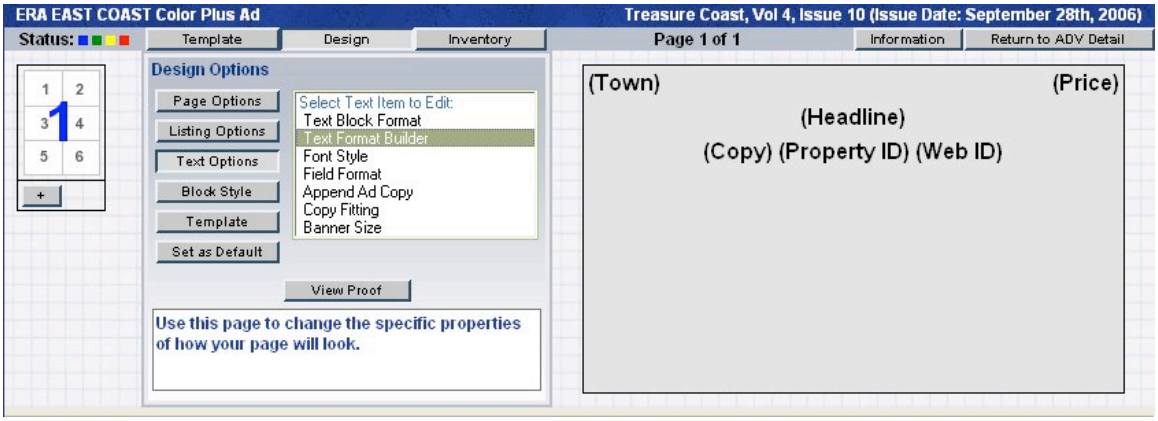
To access the Text Format Builder for the ENTIRE PAGE, you will go to AdBuilder, Click on the DESIGN TAB and then click on TEXT OPTIONS, then TEXT FORMAT BUILDER.



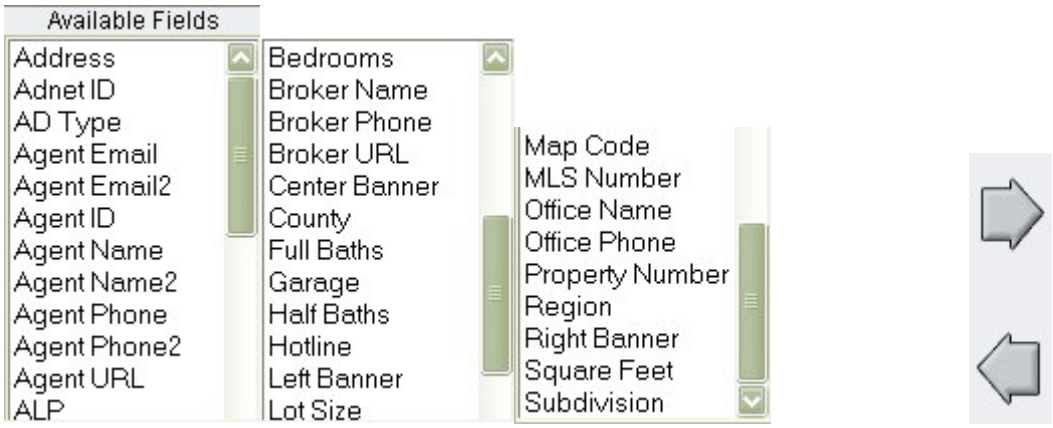
Once you are into Text Format Builder, you will see the screen with the Available Fields, Active Fields, Position, Font, Prefix, Suffix and Color Chart.



The upper right corner of the AdBuilder screen displays the layout you are designing.

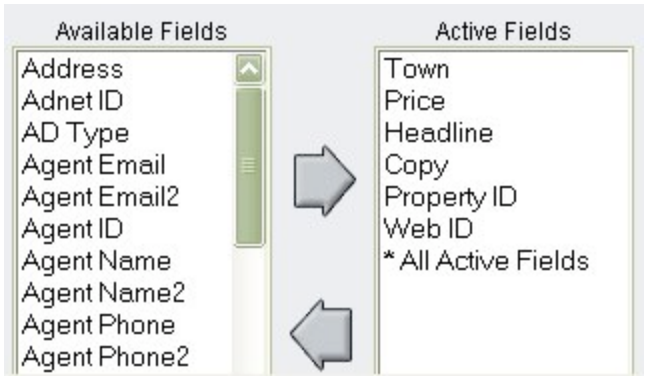


To layout the TEXT FORMAT BUILDER you can select any of the AVAILABLE FIELDS and then the ARROW to the RIGHT to get them to the ACTIVE FIELD.

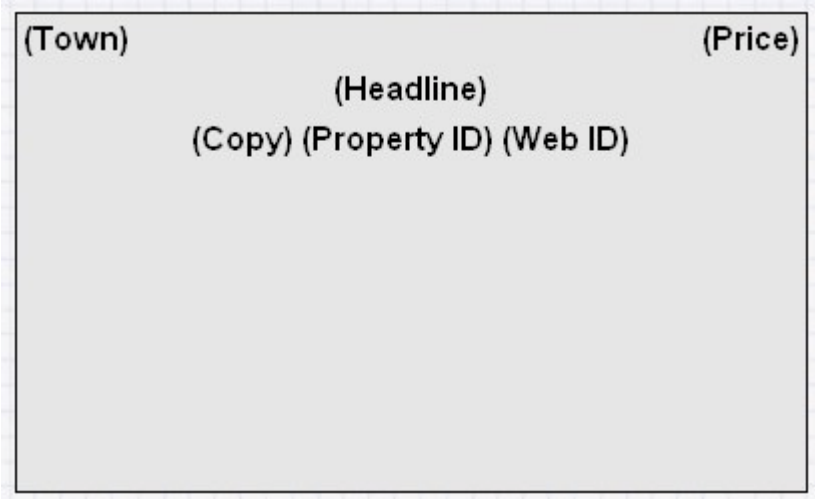


You can select several AVAILABLE FIELDS at once by holding down the CONTROL key on your keyboard and clicking on the fields you want.

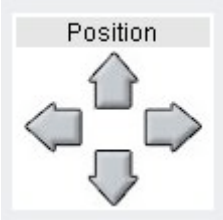
Once you have all the AVAILABLE FIELDS to the ACTIVE FIELDS box



You can begin to layout the text block area.



To move the ACTIVE FIELDS around within the text block, you click on the field you want (highlight) and then use the Position arrows to move the field where you want it with the text format box

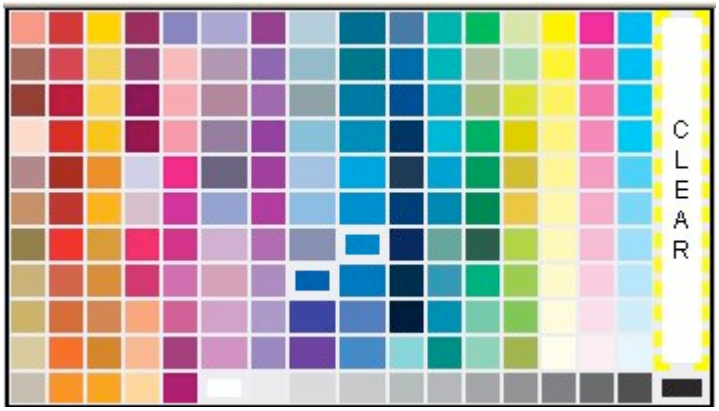


Or you can click on the boxes to auto justify the text block as centered, left or right justified.

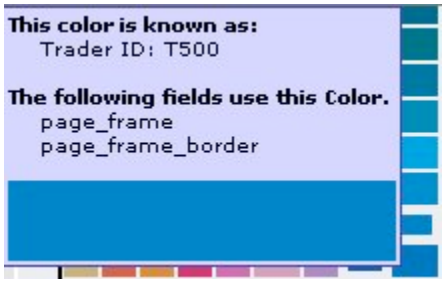
If you would like to make any one of the fields BOLD, ITALICIZED or UNDERLINED, click on the field and then click on the button(s)

to change that field.

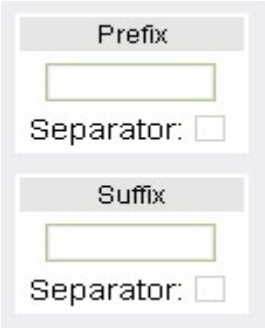
If you need to change the COLOR of the TEXT for any one of the fields, you can select the FIELD you would like from the ACTIVE FIELD list and then click on the color you would like:



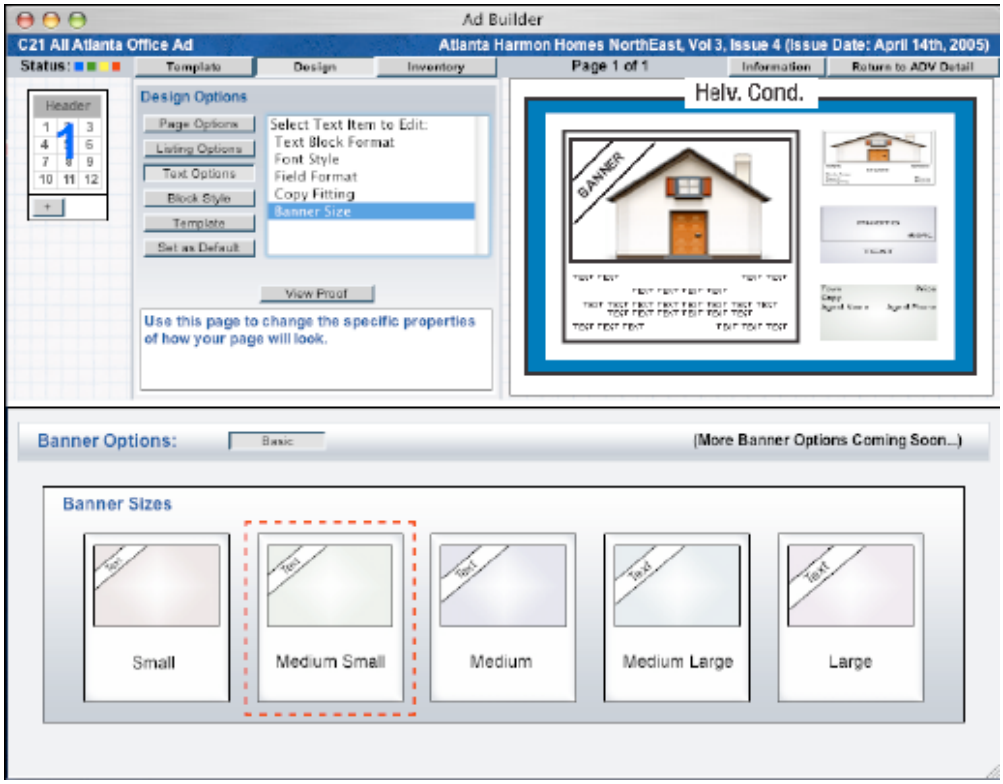
The mouse-over of the color will show what fields have been selected:



The Prefix/Suffix fields can be used to place a prefix or suffix on any of the Active Fields….for example, if you want to have WEBID placed in front of the WebID number, you would select WebID from the Active Field and they type “WEBID”, in the prefix box.



If you check off the Separator Box for either the Prefix or Suffix fields, it will place a separator between what you want for a Prefix or Suffix and the actual field.

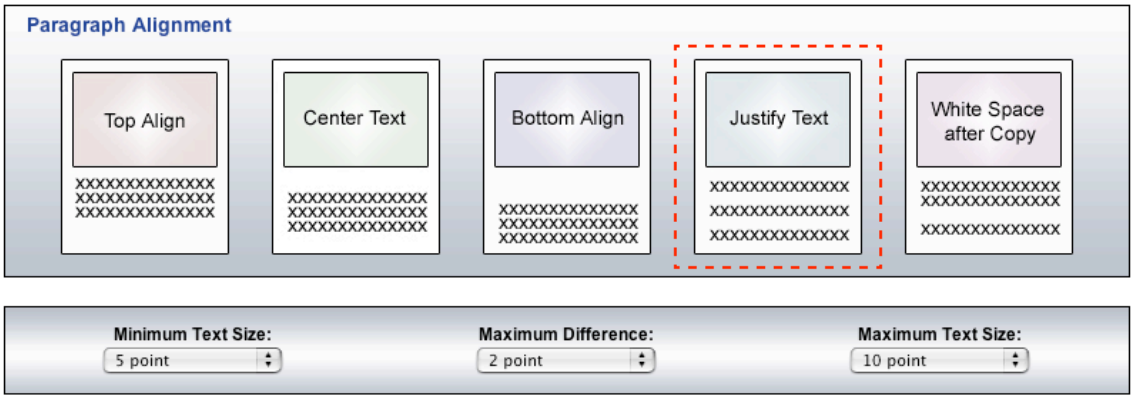


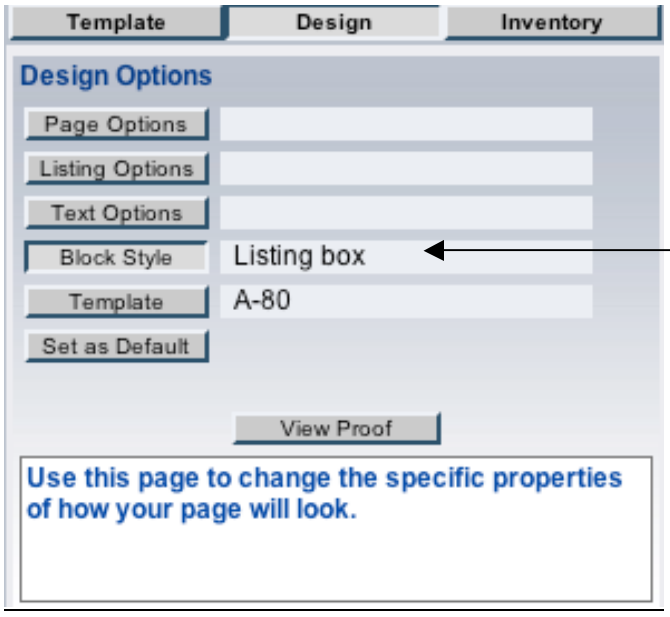
Banner Size: You are now able to select the size of the banner that will appear on a listing. You can find this by clicking on design, then click on Text Options, from the menu select Banner Size.

Default setting is Medium. You can select other options, Small, Medium Small, Medium, Medium Large, or Large.

This will allow for more or less text based on what you select.

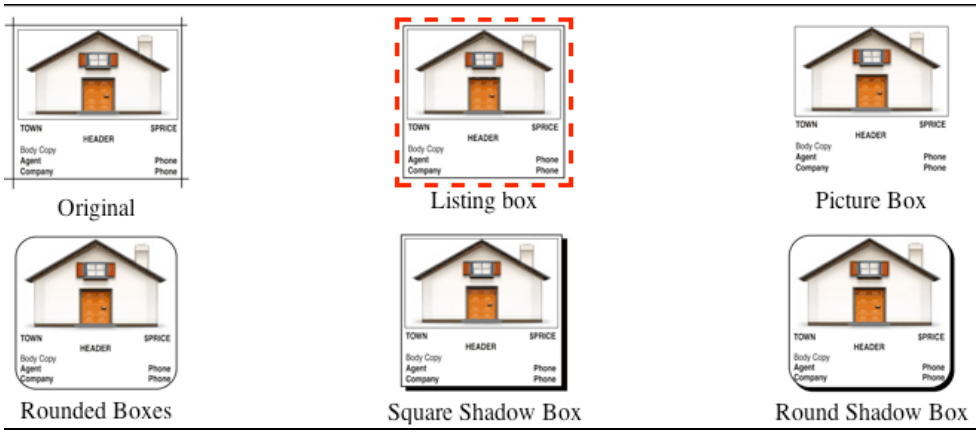
Copy Fitting: If you do not have enough text to fill the box you can just add white space between each of the lines or you can keep all the text together and put it to the top of the box... that is top or the bottom.... (bottom) or center it in the middle of the box.... (center) some people like to have all the text put to the top of the box, but the agent name and agent phone to the bottom.... that's the white space after copy option

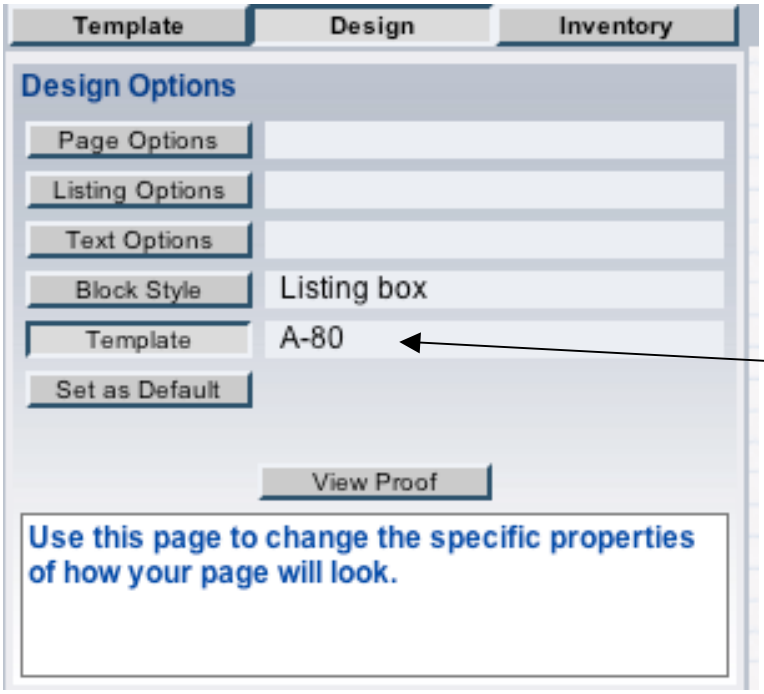




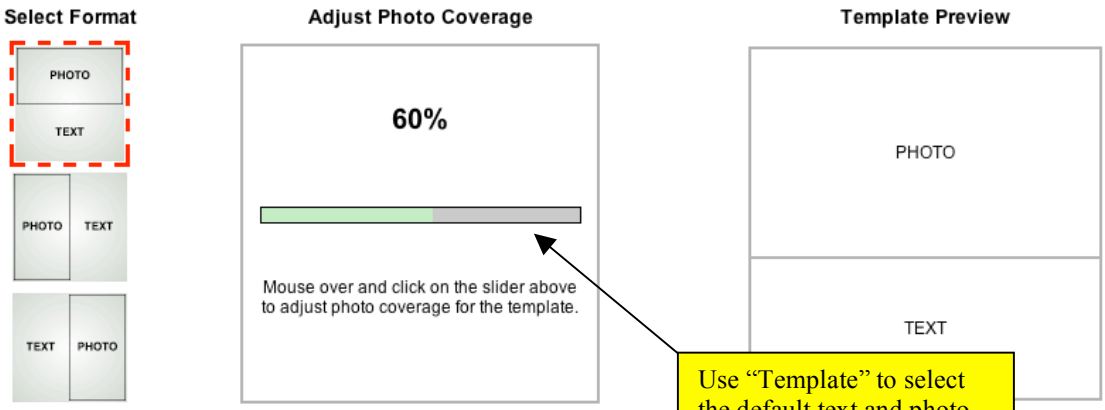
Use "Block Style" to select how you want the border around your listing to appear. Choices include square and rounded boxes and some with dropdown shadows.

See screen below for Listing Box available options.



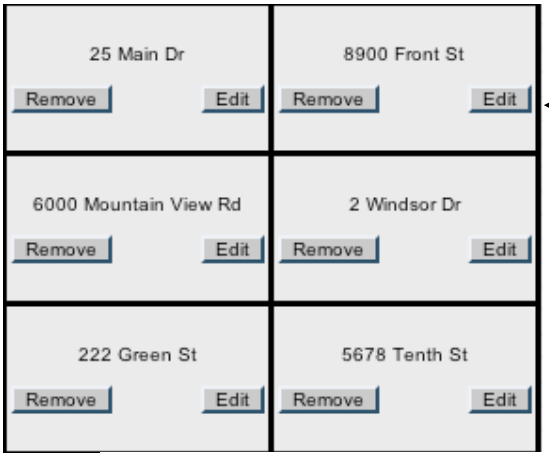


Use "Template" to select the default text and photo orientation and size. The larger your photo the less space you will have for text.



Use "Template" to select the default text and photo orientation and size. The larger your photo the less space you will have for text.

Note: *The ratios can be changed in 5% increments.*

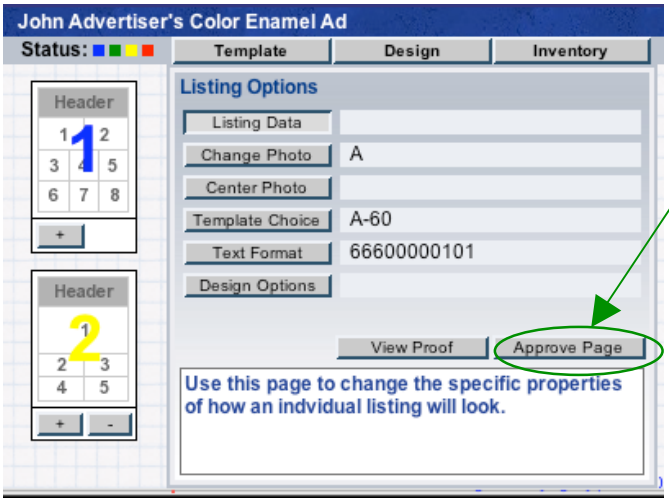


To edit an individual listing: Click on the "Edit" button on the layout. The listing information will display below where you can make changes as well as any Design Option changes.

You can have the information on the listing that you edit, written back to AdNet as a permanent change. If you only want the change to be a ONE TIME change, then remove the tick from the check box by clicking on the check mark.

Town
Rochester
Price
$1,500,000
Headline
Check This Beautiful Home Out!
Copy
Home features 3-Story Entry, Master Suite & 5 Bedroom Suites, 3 FPs, cherry Kitchen w/granite counters, cherry hardwood & porcelain tile floors, 4-Car Garage & 4,000 sq. ft. finished LL w/Exercise Room, spa, sauna & shower, Game Rm, Media Rm & FR.
Click for Available Ad Copy & Headline
Agent
John Advertiser
Agent Phone
(800)345-HOME x123
Left Banner
Right Banner
Center Banner

Once you are satisfied with the page, you must click the APPROVE PAGE button!



CAUTION!

If you do not approve the page, the ad will not run in the book, and graphics will REPEAT your PREVIOUS ad.

YOU MUST APPROVE THE PAGE YOU HAVE JUST COMPLETED FOR IT TO APPEAR IN PRINT.